

Honorable Chair and Members of the  
City Council Citizen Development and Enrichment Committee  
and the Torrance Unified School District Board of Education  
City Hall  
Torrance, California

Members of the Committee and Board:

**SUBJECT: Recommendation for authorization to Purchase & Install Television Playback Equipment to Operate Torrance Unified School District Cable TV Channel. Est. Expenditure: \$21,000.00**

## **RECOMMENDATION**

Recommendation of the City Manager that Citizen Development and Enrichment Committee recommend to the City Council: 1) authorize expenditure of \$21,000.00 for television playback equipment to operate the Torrance Unified School District cable television channel by the City; 2) Appropriate said funds from the Cable TV Fund Balance.

### **Funding**

Funding is available in the Cable TV Fund Balance.

## **BACKGROUND/ANALYSIS**

In 1983, when the City awarded a cable television franchise to then, Teleprompter Inc., which immediately sold the franchise to Group W, the agreement required a certain number of local channels for use by the community. The vision was to allow the public greater access to local government, education, and public participation. Today, there are 6 channels known as Public, Educational, and Government Access (PEG). The city assigned and authorized use of the educational access channels to the following: The Torrance Unified School District (TUSD), El Camino College (ECC), and California State University at Dominguez Hills (CSUDH).

In addition to the city's own government and public access channels, the city currently operates the playback for ECC, while TUSD and CSUDH operate their channels. TUSD shows School Board meetings and local content, while ECC and CSUDH primarily provide distant learning. Due to funding and staffing limitations, TUSD has not been able to maintain full operation of their channel.

The city operates four cable channels and created a digital master control that was designed to be expandable. The city could determine that assumption of channel playback for the school district would be in the best interests of the community to

maintain transparency to the public through use of their cable television channel. Because the City currently performs this function for itself as well as ECC, adding TUSD would have minimal impact on its operation. The TUSD channel 30 (Time Warner cable)/37 (Verizon FiOS) shows among other things, the School Board meetings. By transferring management of the channels playback, TUSD would benefit from an automated system, while maintaining their control over the playback schedule and content. The channel would be branded as TUSD, provide a repeatable and dependable playback schedule, increase content, improve content selection, improve video quality of the channel, and reduce associated TUSD staff time. Board meetings will continue to be shown live from their Board Room, and playback of the meetings can be increased for more viewing opportunities if desired. The impact to city staff would be minimal following the installation of equipment.

The estimated cost and fiber transport plan is attached for consideration. If approved, staff will pursue competitive proposals to provide equipment. Costs estimates have been kept reasonably low by utilizing staff and a consultant to perform the installation and integration of the channel.

Respectfully submitted,

LeRoy J. Jackson  
City Manager



By:

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Michael D. Smith  
Cable & Community Relations Manager

CONCUR:

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LeRoy J. Jackson  
City Manager

Attachments

- Budget Projection
- Fiber Transport Plan